

Entrance Arts Portfolio

Professional Bachelor Study Programme in Market Communication Design

- **Design and 3D Design**

Entrance arts portfolio
Proposal of drawing motifs
Specific tasks

Entrance arts portfolio

All candidates must **compose an arts portfolio** as a prerequisite for enrolment. Without an arts portfolio, the candidates have not met the requirement for enrolment to the study programme.

An arts portfolio consists of a **maximum of 10 works**, whereof **6 works must develop themes freely chosen by the candidates** (three works must be from the field of fine arts and three works of choice from the field of design, applied or film arts) and 4 specific works (works from the field of fine arts and design) defined by Algebra University College and provided to the candidates by the Admissions Office.

The arts portfolio is submitted in **digital form**, containing photographed and processed works in a **4K design format** (3840 x 2160 pixels, 72 dpi resolution), based on the principle: 1 work – 1 page.

Proposal of drawing motifs

(for works on themes freely chosen by the candidates)

Drawings are to be made with the drybrush technique (pencil/charcoal/graphite) on A3-size paper.

Motifs are to be drawn from direct observation: composition drawings with multiple type elements in different sizes (e.g. 3 bottles, 3 glasses, 3 plates), individual drawings of everyday objects (e.g. kitchen utensils, drinking glass, origami, tools), human body (drawing of a closed fist).

Primary focus should be on the drawing, which must consist of contour and structural lines. Details are preferable, but focus must be on good composition, abstraction and proportional drawing of motifs using basic forms. Tonal modulation is preferable, but not a priority.

Specific task 1

Drawing an object in space - perspective

Draw a chair in space from direct observation using the drybrush technique (pencil/charcoal/graphite) on A3-size paper.

Specific task 2

Terms illustration– visualisation

Illustrate the terms listed below using basic geometric shapes on A3-size paper:

- power
- weight
- velocity

Specific task 3

Trademark creation via association

Create trademarks on A3-size paper for the following business activities while taking into consideration the meaning and associations connected with the given terms and their mutual differences:

- art gallery
- museum of contemporary art
- artists association

Specific task 4

Critical thinking about a given theme

Choose an example of a well-known design that you consider to be a success and argue in its favour using textual and visual means of argument. Also, find an example of a design that you consider to be a failure and argue your opinion in the same manner.

The design can be from the following fields:

- visual communications
- product design
- digital design